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by the manner in which his reports are made.⁶

Deception.—We should not allow the presumed knowledge on the part of the interviewed that we are newspaper men to permit us to quote them without their explicit permission, but where such knowledge is certain we insist upon our right to print the views unless directly forbidden.

Faith with Interviewed.—An interview or statement should not be displayed pre-

fear from the conflict unless by HUMAN INTERPOSITION disarmed of her natural weapons—free argument and debate; errors ceasing to be dangerous when it is permitted freely to contradict them. The theory of a free press demands the liberty to know and to utter according to conscience, and it should be our duty to restrict that utterance to the conscience. We have a free will to do good or evil; if we do not do good a power greater than ourselves will destroy this freedom and its possessor.

My proposal that every view have the personal identity of its owner apparent and that the paper as an institution should not pretend to have that which no impersonal thing could have—views, emphasis, responsibility and impartiality in presenting the activities of mind.

"There is a tendency," says John J. Hamilton, "always for existing institutions, good and bad, to own the press and control its utterances. New ideas, valuable as well as visionary, have difficulty in getting a hearing; yet it is to the interest of society that they have free vent—the valuable ones so that they may be adopted and

vious to its publication without the permission of the author.

Bounds of Publicity.—A man's name and portrait are his private property and the point where they cease to be private and become public should be defined for our association.

the visionary ones so that they may find expression and lose their explosive force.

As generations are added to the history of newspaper making we must at times rescue our freedom of expression from the subtle encroachments of the power of wealth, of law, of finance and of commerce. You may say that such a practice as I would make common to the newspapers, would make the expression, public opinion, a synonym for chaos. Well, let us abhor a crystallized public opinion for is not such a condition an evidence of intellectual stupidity. Let the news press be the battle ground, the arena, of the ideas of the people, leaving to the class publications the work of proclaiming or defending any particular set of ideas.

⁶ *Note.*—The larger perspective and experience of men of affairs would make of them a wiser influence upon the policy of a paper were it not that their own interests so often run contrary to the interests of the great unorganized masses. It is not a matter of intelligence with the masses—we admit in general the superior wisdom of great industrial, financial and commercial giants who have come from the ground up, but deny their proper interest and sympathy as a potent factor in moulding the policy of a paper.

Declaration of Principles and Code of Practice

Adopted by the Missouri Press Association at Columbia, Missouri, May 27, 1921

PREAMBLE

IN America, where the stability of the government rests upon the approval of the people, it is essential that newspapers, the medium through which the people draw their information, be developed to a high point of efficiency, stability, impartiality and integrity. The future of the republic depends on the maintenance of a high standard among Journalists. Such a standard cannot be maintained unless the motives and conduct of the members of our profession are such as merit approval and confidence.

The profession of Journalism is entitled to stand side by side with the other learned professions and is, far more than any other, interwoven with the lines of public service. The Journalist can not consider this profession rightly unless he recognizes his obligation to the public. A newspaper does not belong solely to its owner and is not fulfilling its highest functions if devoted selfishly. Therefore the Missouri Press Association presents the following principles as a general guide, not as a set form of rules, for the practice of Journalism.

EDITORIAL

We declare as a fundamental principle that Truth is the basis of all correct Journalism. To go beyond the truth, either in headline or text, is subversive of good Journalism. To suppress the truth, when it properly belongs to the public, is a betrayal of public faith.

Editorial comment should always be fair and just and not controlled by business or political expediency. Nothing should be printed editorially which the writer will not readily acknowledge as his own in public.

Control of news or comment for business considerations is not worthy of a newspaper. The news should be covered, written and interpreted wholly and at all times in the interest of the public. Advertisers have no claim on newspaper favor except in their capacity as readers and as members of the community.

No person who controls the policy of a newspaper should at the same time hold office or have affiliations, the duties of which conflict with the public service that his newspaper should render.

ADVERTISING

It is not good ethics nor good business to accept advertisements that are dishonest, deceptive or misleading. Concerns or individuals who want to use your columns to sell questionable stocks or anything else which promises great returns for small investment should always be investigated. Our readers should be protected from advertising sharks. Rates should be fixed at a figure which will yield a profit and never cut. The reader

deserves a square deal and the advertiser the same kind of treatment.

Advertising disguised as news or editorial should not be accepted. Political advertising especially should show at a glance that it is advertising. It is just as bad to be bribed by the promise of political patronage as to be bribed by political cash.

To tear down a competitor in order to build up one's self is not good business, nor is it ethical. Newspaper controversies should never enter newspaper columns. Good business demands the same treatment to a competitor that one would like for a competitor to give to one's self. Create new business rather than try to take away that of another.

Advertising should never be demanded from a customer simply because he has given it to another paper. Merit, product and service should be the standard.

SUBSCRIPTION

The claiming of more subscribers than are actually on the paid list in order to secure larger advertising prices is obtaining money under false pretenses. The advertiser is entitled to know just what he is getting for his money, just what the newspaper is selling to him. Subscription lists made up at nominal prices or secured by means of premiums or contests are to be strictly avoided.

OUR CODE:

In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to regard always the truth, to deal justly and walk humbly before the gospel of unselfish service.

Creed of the Industrial Press

Adopted by the Federation of Trade Press Associations in 1913

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

2. We believe in TRUTH as applied to editorial, news, and advertising columns.

3. We believe in the utmost frankness regarding circulation.

4. We believe the highest efficiency of the business press of America can be secured through CIRCULATIONS OF QUALITY rather than of QUANTITY—the character, and not mere numbers, should be the cri-